Branding Planner

Think of this document as a business plan for your branding. It is designed to help you to get your ideas and goals onto paper and for us to get a better understanding of your business and objectives so that we can make your branding as effective as possible.

Feel free to skip any questions that don’t pertain to your project and add notes anywhere in this document.

Thank you for your interest in Digital Arts and for taking the time to fill out this planning document. If you have any questions, please feel free to get in touch.

The Basics

**What is the name of your company and your website (if you have one)?**

**When did your business start and what was your reason for starting it?**

e.g. You had a passion for cup cakes and wanted to share it with the world.

**Describe your company and the concept, product or service you will provide.**

**What’s your elevator pitch?**

How would you describe and sell your business/service a few sentences?

**What is your mission statement (if you have one)?**

**Do you have any stories unique to your business?**

e.g. Actually Edmund Hillary wore a shoe my grandfather made in 1953 when conquering the Mount Everest.

**Is there anything else unique to your business that stands out?**

**Do you have any current branding?**

This could be a logo, colours, fonts, a mascot, etc.

**What future objectives does your business have?**

eg. Open up more bakeries across London and get our products stocked in Tesco and Asda.

**What other methods do you use to market your business?**

e.g. The Yellow Pages, magazine adverts, networking, etc.

Your Objectives

**What are your main reasons for commissioning new branding?**

**List your business objectives in order of importance.**

e.g Improve sales, increase customer satisfaction etc.

Current Logo/Branding (if you have one)

**What aspects of your current branding work well and why are they successful?**

**What aspects of your current branding are unsuccessful and why do you think that is?**

**Is there anything from your current branding that you would like to keep?**

Your Audience

**Who is your ideal client?**

e.g Age range, background

**How do you think potential clients perceive your company?**

**How would they describe you to a friend?**

**How would you like to be seen/interpreted?**

**Why will people choose your site over others?**

e.g. Biggest choice of loans, easy to use, friendly advice etc.

Your Competitors

**Please list the websites or names of any competitors and organisations in a your field. What works in their branding? What doesn’t?**

**What do they do worse then you?**

eg. Not as recognisable, not very clear, don’t have the personal touch

**What do they do better then you?**

eg. Have more of a natural feel, look more modern.

**What makes people choose you over your competitors?**

eg. Trustworthy

**Are there any reasons someone may choose a competitor over you?**

eg. Competitor is cheaper but we are better quality

Content and Design

**Describe how you would like users to perceive you.**

e.g. Modern, professional, friendly, edgy, fun etc.

**List any branding you like the visual design of and explain why.**

**Outline any ideas you may have for your branding.**

**What does the future hold? How do you envision your brand evolving in the future?**

The Project

**Who are the main contacts for this project? Who has final approval?**

Please list names, email addresses and phone numbers.

**When do you expect the project to start and when does it need to be completed? Are there specific reasons for these dates?**

e.g. A trade show, product launch, end of year budget

**What is the estimated budget for this project?**

This helps us to tailor our plans around your budget.

**Where did you find us?**

e.g. Google, a recommendation from a friend, a networking event etc.

Additional Comments

We’ve tried to keep this worksheet as general as possible, but every project is unique. Here is your chance to add any extra information you think will be helpful. Don’t forget, if you are not sure about anything, there’s no such thing as a silly question! Feel free to ask anything you would like to clarify.

**We are always looking for ways to improve our questionnaire so could we use this opportunity to ask what you think of it? Is there anything we can do to improve it?**

How to get this back to us...

Please return the completed document to **jonathan@digitalartsuk.com** or fax it to **0872 115 5171**. We will endeavour to get in touch with you over the next few days.

Thank you.